

METHOD AND APPARATUS FOR FACILITATING THE PROVIDING OF CONTENT

ABSTRACT OF THE DISCLOSURE

- 5 A system, method, apparatus, and computer program code for providing content
to a device, wherein operation of the device may be interrupted as a result of a display of
content by the device. According to embodiments of the present invention, a plurality of
content segments can be identified or selected. In addition, a device (e.g., computer,
cellular telephone, personal digital assistant) associated with a recipient of the content
10 segments can be identified or selected. The content segments can then be provided to
the device in such a way that display of a content segment by the device may interrupt
operation of the device, thereby providing focus on the content segment.